

**GOVERNMENT OF TELANGANA
ABSTRACT**

Tourism Promotion – Released of Advertisement in 100 World-Class Indian Destinations “India Today” magazine through M/s. Livewires Advertising, Pvt., Ltd, Hyderabad – Publication Charges – Sanctioned an amount of Rs.1,25,000/- (Rupees One Lakh Twenty Five only) - Orders – Issued.

YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.RT.No. 29

Dated:17-01-2015
Read the following:

1. From M/s. India Today Group, Hyderabad, Dated:16-10-2013.
2. Govt.Lr.No.5624/PMU/PRO/2013-3, of YAT & C (PMU) Department, Dt.04-11-2013.
3. Invoice No.Advt-002, of M/s. Livewires Advertising, Pvt., Ltd, Hyderabad, Dated:02-04-2014.
4. Lr. from M/s. Livewires Advertising Pvt., Ltd., Hyderabad, Dated:02-12-2014.

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ORDER:

In the letter 1st read above, M/s. India Today Group, Hyderabad, has requested to release a full page colour advertisement in ‘India Today’ magazine. Accordingly, Government have issued a work order for an amount of Rs.1,25,000/- (Rupees One Lakh Twenty Five Thousand only) for publication of an advertisement through M/s. Livewires Advertising, Pvt., Ltd, Hyderabad, vide reference 2nd read above.

2. In the reference 3rd read above, M/s. Livewires Advertising, Pvt., Ltd, Hyderabad, has furnished a bill for an amount of Rs.1,25,000/- (Rupees One Lakh Twenty Five only) towards publication of Full Page (colour) advertisement in ‘India Today’ and requested the Government for arranging payment.

3. In the reference 4th read above, M/s. Livewires Advertising, Pvt., Ltd, Hyderabad, has requested the Government for release of pending payment amount to Rs.1,25,000/- including taxes towards issue of advertisement in the united State of Andhra Pradesh in India Today Magazine for promotion of NITHM, Hyderabad.

4. The Government, after careful examination of the matter hereby accord sanction for an amount of Rs.1,25,000/- (Rupees One Lakh Twenty Five only) towards publication in ‘India Today’ magazine through M/s. Livewires Advertising, Pvt., Ltd, Hyderabad.

5. The amount sanctioned at Para 4 above shall be debited to the following Head of Account:

“3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodation & other facilities to Tourists – Schemes included in PLAN, GH 11- Normal State Plan - SH (13) – Advertisement for Promotion of Tourism - 260 – Advertisements, sales and publicity Expenses”.

6. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C Department shall draw and disburse the amount sanctioned at Para 4 above, in favour of M/s. Livewires Advertising, Pvt., Ltd, Hyderabad. The details of Bank account is as follows:-

Bank Name	:	Corporation Bank
Bank Branch	:	Dwarkapuri Colony, Hyderabad
Bank Account No.	:	206600202000203
IFSC Code	:	CORP0002066

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF TELANGANA)

**B.P. ACHARYA
PRINCIPAL SECRETARY TO GOVERNMENT (T&C)**

To
M/s. Livewires Advertising, Pvt., Ltd, Hyderabad.
The Assistant Secretary to Government & D.D.O, YAT& C(PMU) Dept.
The Deputy Pay & Accounts Officer, Secretariat, Hyderabad.

Copy to:
The YAT& C (PMU- Claims) Department.
SF/SCs.

//Forwarded:: By Order//

SECTION OFFICER